

BEFORE THE UNITED STATES PEDERAL ELECTION COMMISSION

In the Matter of:

10/11/96

The New Jersey State Republican Party Committee,

Its Treasurer,

Zimmer for Senate, and

17:10 FAX 6093470697

Its Treasurer.

Matter Under Review 4466

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- 1. My name is David Welch and I am the President of David Welch Associates.
- 2. Pursuant to the contract attached hereto as Attachment 1, I produced a television advertisement entitled "Families" (the "Ad") at the request of and on behalf of the New Jersey Republican State Committee ("NJRSC").
- 3. The Ad was produced at the request of and on behalf of the NJRSC without any input or coordination from the Zimmer for Senate campaign.
- 4. In connection with the broadcasting of the Ad, I utilized the services of Mentzer Media, Inc. of Towson, Maryland.
- 5. Although consultants for Zimmer for Senate may have utilized the services of Mentzer Media, Inc. in the past, upon information and belief, Mentzer Media, Inc. had no contact with the Zimmer for Senate campaign with respect to the Ad.
- 6. The reports of "media buys" set forth hereto as Attachment 2, detail the days, dates and times that the Ad was broadcast. The Ad was broadcast from television stations located



in Philadelphia that serve the southern half of the State, from stations located in New York City that serve the northern half of the State, and by a cable company serving Bergen County. The Ad was broadcast from September 12, 1996 to and including October 6, 1996. These are the only dates and times that the Ad was authorized to run.

7. The facts contained in the Ad have been researched and upon information and belief all statements contained therein are true.

DAVID WELCH

State of West Virginia)
) SS
County of Mol2 GAN)

Sworn to and Subscribed to before me on this/2 day of Oct., 1996.

OFFICIAL SEAL
NOTARY PUBLIC
STATE OF WEST VIRGIMA
DAVID H. SAVIASTEN
105 N. WASHINGTON STREET
BERKELEY SPRINGS, WV 2541



AGREEMENT

THIS AGREEMENT is entered into this day of September, 1996 by and between David Welch Associates located at 101 Willowbrook Lane, West Chester, PA 19382, hereinafter referred to as "Consultant") and New Jersey Republican State Committee (hereinafter referred to as "NJGOP").

WHEREAS, NJGOP seeks assistance in the development and production of issue advocacy television and/or radio spots for various campaigns for the election cycle ending November 5, 1996;

WHEREAS, Consultant is in the business of communications and public relations consultation, including but not limited to: creative and production assistance in the development and production of such electronic communications designed to encourage voters to be aware of pertinent issues and contact their federal legislators regarding these issues;

WHEREAS, NJGOP wishes to retain Consultant to perform such services under the terms and conditions set forth herein;

WHEREAS, Consultant has agreed to provide such services;

IN CONSIDERATION of these promises and the mutual considerations and covenants contained herein, the parties hereby agree as follow:

I. SERVICES TO BE PERFORMED

- A. Consultant shall develop issue advocacy television and/or radio advertisements on a project basis.
- B. All scripts, story boards, spots, etc. shall be subject to review and approval by NJGOP staff and its legal counsel.

II. FEES

- A. Fees will be determined and agreed upon between Consultant and NJGOP as projects are developed and designed. Payment for creative design and production of electronic media will be made upon certification from various television and radio stations that such spot is in rotation.
- B. Payment for all projects are subject to approval of all electronic communications by NJGOP staff and its legal counsel.

III. TERMINATION

A. Unless earlier terminated as provided below, this Agreement shall be effective from the date hereof through November 5, 1996.

B. In the event that the NJGOP becomes insolvent or is unable to meet its debts as they mature, suspend operations as presently conducted, discontinue business as a going concern, make an assignment for the benefit of its creditors, thereas is filed by or against NJGOP a petition under any of the provisions of Bankruptcy Code, or any proceedings are commenced by or against NJGOP under any insolvency law, or a receiver or a trustee is appointed to administer the assets or affairs of NJGOP then, in any such event, Consultant shall have the right to immediately terminate this Agreement upon giving written notice thereof.

C. Consultant agrees that NJGOP can cancel this Agreement upon 30 days written notification.

IV. CONFIDENTIALITY

A. Consultant acknowledges that all information to which entities of its association may have access to, including but not limited to lists, development of lists, data and any computer software or data used in gathering the above information are the sole property of NJGOP and access to such information is limited to discharging the duties under this agreement. Upon termination of this agreement, all such information shall remain the sole property of the NJGOP and Consultant shall not retain any software or hard copy of said information.

- B. Consultant agrees that NJGOP lists and all other information therein are, and shall remain the exclusive property of NJGOP.
- C. Consultant agrees that it shall acquire no property or ownership interest in, or rights to, any of the foregoing. Furthermore, Consultant acknowledges that NJGOP lists and information, and all updates and enhancements thereto, which are provided to, generated by, or otherwise become known to Consultant in connection with, or incident to, this agreement are privileged and confidential.
- **D.** Consultant further agrees that neither it nor any of its directors, officers, employees, consultants or agents will disclose, rent, lease, sell or enter updates or enhancement(s) to NJGOP files or information in any form or for any purpose nor will they retain, duplicate or use such information in any fashion or for any purpose whatsoever.
- E. Consultant agrees that NJGOP has the right to proceed with litigation directly against the Consultant and/or the Consultant's agents if this agreement is violated, and may obtain injunctive relief, as well as monetary damages.
 - F. Consultant agrees that this agreement will apply to any successor organizations.

V. LEGAL COMPLIANCE

- A. Election Law: NJGOP shall be responsible for compliance with the laws of the State of New Jersey, and all regulations promulgated thereunder, to the extent applicable, and with any other Federal, State or local law applicable to political campaigns generally and specifically to the Parties. All services provided and projects undertaken by Consultant in furtherance of this Agreement shall comply with all Federal and State Election Laws. All print, script materials and/or research materials shall be subject to review by Victory staff and its legal counsel.
- **B. FCC Regulations:** Consultant acknowledges that its firm is aware of and responsible for compliance with FCC regulations, including those that pertain to election law.
- C. Independent Contractor: Consultant shall act as an independent contractor in performing the services described herein. Nothing contained in this Agreement shall be deemed to make the Consultant

Page 3

agent, employee, joint venturer or partner of NJGOP or be deemed to provide the Consultant with the power of authority to act for or on behalf of NJGOP or to bind NJGOP to any contract, agreement, or arrangement with any other person, except as specifically set forth herein. Consultant acknowledges that its association is aware of and responsible for compliance with all statutes and regulations pertaining to taxes and other deductions from income under State and Federal Law.

VI. MODIFICATION

A. The parties hereto acknowledge that this agreement represents the entire agreement between them, and supersedes all other written or oral agreements. This agreement may only be modified in writing, signed by both parties.

VII. TIME OF THE ESSENCE

A. The parties hereto agree that time is of the essence with respect to the agreed upon mail drop dates and broadcast dates in the projects in this Agreement.

VIII. LAW

- A. Consultant acknowledges that NJGOP is an unincorporated entity. The members, officers, employees and agents of NJGOP as well as the members of its Executive Committee shall not be personally liable for any debt, liability or obligation of NJGOP under this Agreement.
- **B.** The parties further agree that this agreement is made and entered into in New Jersey and shall be construed in accordance with the laws of the State of New Jersey.
- C. New Jersey laws shall govern the interpretation of any provision of the agreement. Any dispute arising out of this agreement and parties thereto shall be subject to the jurisdiction of the Courts of the State of New Jersey.

DATE

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NEW JERSEY REPUBLICAN STATE COMMITTEE

Sept 1, 1996

Thomas R. Wilson, Executive Director

DATE

DAVID WELCH ASSOCIATES

Sept 2,1996

David Welch

Research, Planning & Placement

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NEW JERSEY REPUBLICAN STATE COMMITTEE

Paid Media Strategy / Philadelphia Market

September 12 - Oct. 6, 1996 (:30's & :10's) (Rev. 10/7)

Flight	:30 Television	:10 Television	Total Cost
Thu. 9/12 -	302, 35+ TRPs	129, 35+ TRPs	\$ 95,055.
Sunday 9/15	\$ 77,200.	\$ 17,855.	431 TRPs
Mon. 9/16 -	454, 35+ TRPs	250, 35+ TRPs	\$ 192,600.
Sunday 9/22	\$ 154,400.	\$ 38,200.	704 TRPs
Mon. 9/23 -	491, 35+ TRPs	247, 35+ TRPs	\$ 206,890.
Sunday, 9/29	\$ 171,825.	\$ 35,065.	738 TRPs
Tue. 10/1 -	523, 35+ TRPs	191, 35+ TRPs	\$ 214,450.
Sunday, 10/6	\$ 179,225.	\$ 35,225.	714 TRPs
Totals:	1770, 35+ TRPs	817, 35+ TRPs	\$ 708,995.
	\$ 582,650.	\$ 126,345.	(2,587 TRPs)

Mentzer Media Services, Inc.

Research, Planning & Placement

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Projections Adjusted to NOV/95 Viewing Levels MENTZER MEDIA SERVICES INC TVSCAN Order - Schedule Summary PHILADELPHIA -- MAY/86 NIELSEN

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Product:		
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Order No. 428

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Prepared by TASCAN Ratings Analysis System. Report design and conitents Capyright 1996 TAPSCAN, Inc. (205) 987-7456. Dan from NIELSEN. Subject to limitations and restrictions stated in criginal report.

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MENTZER MEDIA SERVICES INC TVSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to NOV/95 Viewing Levels

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Mentzer Media Services, Inc.

Research, Planning & Placement

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Viewing Levels TvSCAN Order - Schedule Summary NELSEN MENTZER MEDIA SERVICES INC Projections Adjusted to NOV/95 **MAY/96 PHILADELPHIA**

Schedule Dates: 09/16/96-09/22/96

MENTZER MEDIA SERVICES INC NJ REP. STATE COMMITTEE BETH BEALL Advertiser: Agency: Buyer.

30 SECOND SCHEDULE KM.E WHISLER **Assistant:** Product:

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Prepared by TASCAN Ratings Analysis System. Report design and ochitetis Gapright 1996 TARSCAN, Inc. (205) 987-7456. Data from NIELSEN. Subject to limitablus and redrictions susted in oxiginal report.



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Trepar	Prepared by TvSCAN Ratings Analysis System.	Analy	de System. Rep	Report sheigh and controls Copyright 1996 TAPSCAN, Inc. (205) 967-7456.	Arnel C	entents	E S	1996	TAPSC	14, Es	688	87-7456				-		78.
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## MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to NOV/95 Viewing Levels

96/60/60 Schedule Dates: 09/16/96 - 09/22/96 410-825-7034 Felephone: Date Due: MENTZER MEDIA SERVICES INC NJ REP. STATE COMMITTEE 10 SECOND SCHEDULE KYLE WHISLER BETH BEALL **\$2**8 Order Number: Advertiser: Assistant: Product: Agency: Buyer:

THS MCRN ***   MO-FR 600A-700A   10   3   X   X   X   X   X   X   X   X   X	YYW YEW	745,450	tions dept.		deal	VICE1	41.	Fr	0-1	1	1	- 12 - 17	7	6 <del>7</del>	V - 1820	1.1.
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LEOPARDY         MO-FR 750P- 730P         10         1         X         X         X         X           WHEEL-FORTNE         MO-FR 750P- 850P         10         2         X         X         X         X           NWSCNIR 11P**         MO-SU 550P- 730P         10         2         X         X         X         X           NWSCNIR 69M **         MO-SU 650P- 630P         10         1         X         X         X         X           NQURES NEWS         MO-SU 1500P-1100P         10         1         X         X         X         X	Z.	GPM NEWS ***	MO-FR 600P- 6:30P	10	67)	×	×	×	×	×			\$750.00	÷	ī.	922
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X - 01:	λ.	CHICAGO HOPE	MON 1000P-11:00P	10	-	×							00'000'34'	12	12	\$6,00
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Prepared by TNSCAN Ratings Analysis System. Report design and contents Copyright 1996 TAPSCAN, Inc. (205) 937-1456. Data from NIELSEN. Subject to limitations and restrictions stated in original report. NOTE: Berns marked with an asterisk denotes agency estimate number generated.



#### Mentzer Media Services, Inc.

Research, Planning & Placement

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9/23-29
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## MENTZER MEDIA SERVICES INC TVSCAN Order - Schedule Summary PHILADELPHIA - MAY/96 NIELSEN Projections Adjusted to NOV/95 Viewing Levels

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Agency: Buyer: Advertiser: Product: Assistant:	· 66	MENTZER MEDIA SERVIGES INC BETH BEALL NJ REP. STATE COMMITTEE 30 SECOND SCHEDIALE KYLE WHISLER		2				Schriedtiff Dates.		<b>8</b>			TO SECTION	8				
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	Prenared by TVSCAN Ratines Analysis System. Report dealers and confects Consists (1996 TAPSCAN, Inc. (205) 967-7456.	OTE: Harms m	sarked with an seterisk	t denotes agency sellm	with number (	generated		,								
	received by TVSCAN Ratines Analysis System. Report dealing and continues Consistent 1995 TAPSCAN, Inc. (205) 987-1456.															

# MENTZER MEDIA SERVICES INC TVSCAN Order - Schedule Summary PHILADELPHIA - MAY/96 NIELSEN Projections Adjusted to NOV/95 Viewing L

Product:         30 SECOND SCHEMBER           Assistant:         FYLE WHISTER           Assistant:         FYLE WHISTER           Croder Number:         497           Trianglohome         487 (2022)         7         7         55500           KVW         WASH FRICES         FRA accession         20         1         1         55500           KVW         WINSORTH SATE AND	Advertiser:	ETA ETA ETA	MENIZEN MEDIA SE BETH BEALL NJ REP STATE BOW	SERVICES INC.			<b>5</b>		5							·.
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Frequency: 1.3 CPP: \$735.85 GRP's: 53 Cost: \$39,000			SUN SOOP-11:00P		-		,	:	<u>.</u>		· ···	\$6,700.00	<u>.                                      </u>	- <del>-</del>	. 9	102/53
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Frequency: 1.3 CPP: \$735.85 GRP's: 53 Cost:						-		<u></u>								
	Totals:	Spots: 6	Reach: 40	Frequer	TCy: 1.	i	P: \$73	,	GRP's:	23	Cost	839,00	Q			
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MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to NOV/95 Viewfing Levels

Product	BETH BEALL NJ REP. STATE CO 10 SECOND SCHE	COMME	E				e. Bairt								.·	
t: umber:	KYLE WHISTER						2			4		1034				
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KYW THE WORN WAS	ADOFT SOON- 700A	700L	9	<u>_</u>	×	×	Ĺ		L	-		\$225.00	8	0	84	22
	ADDR-ADDA FROM	PD0A	0		*	÷	<u>^</u>	×		. (§ ). 	<u>)</u>	***	8		8	\$2,000
		DOOA	9	*	×	<u>``</u> ×	^ ×	<u>~</u>	_			\$55,00	8	26	ଷ	983
		900	10		×	×	<u>^</u> ×	<u>.</u>				\$280,00	8	•	•	88
	_	953	10.	<b>8</b>	×	×	~ ×	~ 				\$360,00	8	<b>m</b>	<b>4</b> 5	5720
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		- dogs	10	<del>-</del>	×	×	_ ×	<u>~</u> ~			<del>:</del>	Section 5	8	*	<b>—</b>	<b>8</b>
	9009-9008 FF-CM	6.00P	ę.	N	×	×		_ ×				00008	8	ţ.	60	\$1,800
WPW GPMINEWS ***	MO-FR 600P-630P	6300	2	~	*	×	 ×	<u> </u>	·.	.))  -  -	<u>a;</u>	CONTRACTOR OF THE PERSON	26		*	<b>1</b>
KYW ENT TONGETT	MO-FR 700P-7:30P	7:30p	0	<u> </u>	×	×		_ ×				\$1,380.0X	8	•	9	\$1,380
WPV LEOPARDY/WHEEL	EL MOFF 700P-730P	gă.	Ó.	<u>.</u> •i	<u></u> *<	<u> </u>	 ×	<u>~</u> ×		<u> </u>		2000	8	₩.		23,600
KYW HANDCOPY	MOFF 730P- 800P	9000	0	<u>-</u>	 ×	 ×	 ×	~  ×				\$1,320,00	8	<u></u>	~~	25.3
KYW NWECNTH 11P**	NOFFITSOPHISE	1130P	2	OI.	 ×	×	 ×	 ×		<del>.</del>	<u></u>	32000	9	<b>D</b>	<b>1</b> 2	200
WCAU NEWS 10 AT 11	NO-FE 11:00P-11:30F	11:30P	6	cu	×	 ×	×	~ ×	<u>~</u>			#2,700.0C	8	<b>2</b>	&	\$5.40G
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WITH NOUTER NEWS	MC-SU 1050R-1100	11.000	5	2	×	×	×	_ 			×	CHROSE	8	<b>3</b> 3,	<b>\$</b>	200
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#### Mentzer Media Services, Inc.

Research. Planning & Placement

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10/1-10/4

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## MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC Buyer: BETH BEALL

Schedule Dates: 10/01/96 - 10/06/96

Buyer: BETH BEALL
Advertiser: NJ REP. STATE COMMITTEE

Assistant: KYLE/SHELLI Order Number: 552

Telephone: 41
Date Due: 09

.: 410-825-7034 09/27/96

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WCALL	NEWS 10 TODAY	MO-FR 6:00A 7:00A	8	m	<b>L</b>	×	×	×	×			\$600,00	2	9	\$1 800
WCAU	TODAY SHW	MO-FR 7:00A- 7:30A	8	3		×	×	×	×			\$750,00	4	12	\$2250
. Wbvi	GO MPN AMB. ABC	MO-FR 7.00A- 9.00A	30	6		×	×	×	×			\$1,900.00	7	2	\$5.400
×××	CBS THIS MORNG	MO-FR 8:00A- 9:00A	8	۸,		×	×	×	×		-	\$350.00	-	N	00/\$
KYW	NWSCNTR 3-NOON	MO FR 1200P:12:30P	30	٨.		×	×	×	×			\$650,00	4	30	\$1,300
WPVI	ACTN NWS 12-NN	MO-FR 12:00P:12:30P	30	4		×	×	×	×			\$1,400,00	æ	32	\$5,600
WCAU		MO-FR 1.00P. 300P	30	m		×	×	×	×			\$700.00	نې	9	\$2100
WPVI		MO-FR 4,00P. 4,30P	8	N		×	×	×	×			\$2,400.00	9	12	<b>\$4</b> ,800
KYW	DAY & DATE	MO FR 4:00P: 5:00P	30	~		×	×	×	×			\$575.00	6	ت	\$1,150
WPV	ACTION NWS SPM	MO-FR 500P. 5:30P	30	4		×	×	×	×			\$3,300,00	22	48	\$:3200
Υ×	AMERIC/INSDE	MO-FR 500P- 600P	30	4		×	×	×	×	-		\$725.00	4	191	\$2,900
WPVI	ACTION NWS 6PM	MO-FR 600P-6:30P	8	ო		×	×	×	×	-		\$5,500,00	17	5	\$16,500
WPVI	WHEEL/JEOP	MO-FR 700P-800P	.30	2		×	 ×	×	×			\$4,500.00	13	92	000 6\$
WCAU		MO-FR 7.30P- 8.00P	30	m		×	×	×	×		••	\$1,550.00	4	12	\$4,650
WTXF		MO-FR 900P-1000P	30	'C		×	×	×	×			\$125.00	S.	25	\$625
KYW	NWSCNTR 3:11PM	MO-FR 11 00P-11:30P	8	N		×	×	×	×			\$2,600.00	9	12	\$5,200
WTXF	CHEERS	MO-FR 11:00P-11:35P	30	<b>~</b>		×	 ×	×	×			\$800.00	-	-	\$800
WCAU	WCAU TONGHT SHOW	MO-FR 11:30P-12:30A	90	2			 ×	<u>~</u>	×			\$1,800.00	S	0	\$3,600
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BETH BEALL

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			\$450.00	\$1,800.00	\$6,000,00	\$2,500.00	\$4,500.00	\$4,000.00	\$3,500.00	\$4,500.00	\$5,500.00	\$5,500.00	\$5,500,00	\$200.00	\$600.00	\$450.00	\$600.00	\$850.00	\$700.00	\$450.00	\$1,200.00	\$1,400.00	\$1,000.00	1000000	\$5,500.00	\$7,500,00					
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	t single d	- 50 10 CARD 10 10 10 10 10 10 10 10 10 10 10 10 10	NOUPER NEWS	10 OCLOCK NWS	ACTION NEWS 11	NTELNE	COUN MUS AWARD	DIAGNOSIS	MOLONEY	UNDER SEIGE	48 HOURS	MR. MRS. SMITH	NASH BRIDGES	NEWS 10 SUNDAY	SUNDAY TODAY	GOOD MAN AM-SU	NEWS WEEKBAD	SUNDAY MAN-CBS	MEET THE PRESS	ISSUES & ANSWIR	FACE NATIVEBS	BPWKELY	COLLEGE FBALL	60 MINUTES	PPES, DEBATE	PPES DEBATE				 	
	Sin	L <u>.</u> .	WPH	WTXF	. WPV!	WPVI	××	K	KYW	WPW	KYW	ΚX	KYW	WCAU	WCAU	WPW	WCAU	XXW	WCAU	WPV	Κ×	WPW	MbV	ΧX	χX	WCAU				 	

CPP: \$343.58 GRP's: 487 Cost: \$167,325 Reach: 94 Frequency: 5.2 Totals: Spots: 81 Reach: 94 Frequency: 5. INJTE : Items marked with an asterisk denotes agency estimate number generated

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MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

	\$6,000 3 \$450 10 \$3,650	: :
<u>o</u>	5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5	
Scredule Dates: 10/04/36 - 10/06/36  Telephone: 410-825-7034  Date Due: 10/07/96	\$6.000.00 \$300.00 \$450.00 \$3,650.00	Cost: \$11,900
410-825-	3 ×××	- CO
lie Dates: one: Je:	# → ×	GRP's: 36
Schedule D. Telephone: Date Due:		CPP: \$330.56
		OPP: \$
2	F Q F F	1.6
MITTEE	े के कि	Frequency: 1.6
MENIZER MEDIA SERVICES INC BETH BEALL NJ REP. STATE COMMITTEE ADDITIONS KYLE/SHELLI 593	TU-FR 11:00P-11:30P SA-SU 11:30A- 2:05A SUN 8:30A- 8:00A SUN 9:00P-11:00P	Totals: Spots: 5 Reach: 22 Frequency: 1.6 CPP: \$330.56 GRP's: 36 Cos
MENIZEN ME BETH BEALL NJ REP. STAT ADDITIONS KYLE/SHELLI 593		
Der:	ACTION NEWS 11 LATE MOVE GOOD MFN AM-SU JENNKS/10	Spots: 5
Agency: Buyer: Advertiser: Product: Assistant: Order Number:	WPVI AC WPVI (GO WPVI LE)	Totals:

## MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary PHILADELPHIA -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

Agency: MENIZER MEDIA SERVICES INC

Schedule Dates: 10/01/96 - 10/06/96

Buyer: BETH BEALL Advertiser: NJ REP. STATE COMMITTEE

Product: 10 SECOND SCHEDULE

Assistant: KYLE/SHELLI Order Number: 553

Telephone: 410-825-7034 Date Due: 09/27/96

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12 - 4 92			2900	\$300	8	1,365	730	1 800	6000	\$5,400	3360	\$315	3360	\$540	B 00C	\$490	\$595	
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	<i>3</i> 5 ₹		\$30	\$30	\$1,10	\$45	\$85	\$	\$200	\$2,70	<b>\$</b>	*	\$84	\$27	\$8,00	\$24	<b>\$</b> 56	
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	polied ext		MO-FR 6:00A- 7:00A	MO-FR 6:00A- 8:00A	MO-FR 700A- 9:00A	MO-FR 12 00P-12:30P	MO-FR 12 00P: 4 00P	MO-FR 5:00P- 5:30P	MO4FR 5:00P- 6:00P	MO-FR 7:00P-8:00P	MO-FR 7:30P- 800P	MO-FR 9:00P-10:00P	MC-SU 6:00P-6:30P	MO-SU 1000P-1030P	FR 1000P-11,00P	SA-SU 7:00A-9:00A	800A-1000A	
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Cost: \$35,225 GRP's: 191 CPP: \$184.42 Frequency: 2.7 NOTE - Items marked with an asterisk denotes agency estimate number generated Reach: 71 Spots: 34 Totals:

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#### Mentzer Media Services, Inc.

Research, Planning & Placement

#### NEW JERSEY REPUBLICAN STATE COMMITTEE

#### Paid Media Summary / New York & Cable

#### September 19 - October 6, 1996

Flight Dates	:30 NY TV*	:10 NY TV*	:30 Cable Total
9/19 - 9/27 (TV - 9 Days)	WABC GMA 13 TRPs (35+) \$ 4,900.	OFF	9/23 - 9/29 \$ 45,225. Select Systems (Buy Attached) \$ 40,325.
9/28 - 9/30 (TV - 3 Days)	304, 35+ TRPs \$ 185,150.	102, 35+ TRPs \$ 28,725.	9/30 - 10/6 \$ 254,200. Select Systems (Buy Attached) \$ 40,325.
10/2 - 10/4	160, 35+ TRPs \$ 92,100.	114, 35+ TRPs \$ 29,920.	\$ 122,020.
Totals:	477, 35+ TRPs \$ 282,150.	216, 35+ TRPs \$ 58,645.	2 Weeks \$ 421,445. \$ 80,650.

#### Mentzer Media Services, Inc.

Research, Planning & Placement

New York 9/19-9/28

## MENTZER MEDIA SERVICES INC TVSCAN Order - Schedule Summary NEW YORK -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

on On	24 th.	ω <b>-</b> ω	
Schedule Dates: 09/19/96 - 09/28/96	7034	\$1.100.00 \$500.00 \$1.100.00	Cost: \$4,900
96/81/	410-825-7034 09/17/96	×	Cost:
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	Telephone: Date Due:	2 × 3 ×	376.92
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F. C0	ELLI	0A- 9:00A 0A- 9:00A	Reach: 10
BETH BEALL NJ STATE REP. COMMITTEE	KYLE/SHELL! 5	MO-FR 7:00A- 9:00A SLN 8:00A- 9:00A MO-FR 7:00A- 9:00A	Rea
BETH NJ ST			Spots: 5
er:	it: umber:	CO MEN AMB-ABC COME SUNDAY TOST GLOS 22 CS- CO MEN AMP-ABC	Totals: Spots: 5 Reach: 10 Frequency: 1.3 CPP: \$376.92 GRP's: 13 Cos
Agency. Buyer: Advertiser:	Assistant: Order Number:	WABC GG WABC GG WABC	Totals:

Research, Planning & Placement

New York 1/75-9/30 :30 = :10

## MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary NEW YORK -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 09/28/96 - 09/30/96

Agency: MENTZER MEDIA SERVICES INC
Buyer: BETH BEALL
Advertiser: NJ REP. STATE COMMITTEE
Product: :30SECOND SCHEDULE
Assistant: RYLE/SHELLI

Telephone: 410-825-7034
Date Due: 09/17/96

:	Terror		\$5,000	\$3,600	\$4,000	\$4,500	\$9,500	\$12,000	\$3,000	\$2,000	\$4,800	\$4,400	\$3,600	\$1,125	\$4,500	\$13,000	\$14,000	\$7,500		\$1,400
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umber: 6	-ckog	- West 6:39 25:56-	10 O' NWS ADJ*	SATURDAY TODAY	TODY-NY WKD 9A	EXTRA WK	DROUNN MEDWOM	EARLY EDITION	HARD COPY	TODY-NY SUN 7A	SUN TODAY-NBC	SUNDAY MANCBS	TODY-NY WIKD 9A	PUBLIC AFFAIRS	ABC NWS-SUN	DATELNE NBC	TOUCH BY ANGEL	11PM EYEWT NWS	- Ware - AI CE 30 96 -	TODAY-NEW YORK
Order Number:	ç G		WNW	WABC 8	. WNBC	_	WCBS D		WOBS	WNBC		WCBS S		WWC/B	WABC	WABC	WCBS	WABC	, <b>1888</b> 	WABC

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Page 1



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			MOFR 6:00A-7:00A MOFR 7:00A-9:00A	700A-900/	7.00A-900/	MO-FR 7:00A- 8:00/	MO-FR 9:00A-10:00A	MO-FR 9:00A-12:00	MO-FR 1200P-1230	MO-FR 1200P-1230P	MO-FR 1200P-1230	MO-FFI 1200P. 400P	MO-FR 300P- 4,005	300P- 400F	400P- 500F	400P- 5:00F	400P- 500F	500P- 6:00F	300P. 600F	600P- 630F	700P. 730F	700P- 730F	730P- 800F	MO-FR 7:30P- 8:00F	MO-FR 7:30P- 8:00F	MO-FR 11:00P-11:30P	MO-FR 11:30P-12:30A	MO-SU 9:58P-10:00P			stem.
			MOFFR 6:0 MOFFR 2:0	MO-FR 7:0	MO-FIR 7.0	92 E	<b>8</b> 5	FF 98	£ 128	# 120	Ħ 22	22年	8	MO-FR 30	NO-FR 45	MOFFE 45	15 E 45	NO-FIN SO	MO-FR 55	MO-FIR 650	MOFFR 75	MO-FIR 7.0	MOFFE 73	野野	新	# E	FR 1123	₽6 ₽6		Reach:	vsls Sv
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Order No. 6			WNYW GOOD DY NY-1ST WARC GO MEN AND ARC		TODAY SHW	WNYW GOOD DY NY **	REAL LIFENBO	AM ROTATION	CH2 NWS-NOON	NEWSCH 4 AT 12	WNYW FOX MODAY N**	SOAPS#	GERALDO	MAURY POVICH	OPRAH WINTHEY	DAY & DATE	SALLYRAPHAB	CH 2 NWS-5	LINE @ 5 ADJ	CH2NWS	ECPARDY	HARD COPY	WHEEL-FORTINE	ENT TONGHT 30	ACCESS HLYWOOD	CH2 NW9-11	TONTE SEMABC	10 C' NWS ADJ*		Totals: Spots:	Present to TASCAN Builder Apabus Statem Revort dealer and contents Convirate 1996 TAPSCAN, Inc. (205) 987-7456

MENTZER MEDIA SERVICES INC TvSCAN Order - Schedule Summary NEW YORK -- MAY/96 NIELSEN Projections Adjusted to OCT/95 Viewing Levels

Agency: Buyer:	:	MENTZER MEDIA SERVICES INC BETH BEALL	AVICES	INC.		Schedule Dates: 09/28/96 - 09/30/96	: 09/28/9	5/08/60 - 96	96	
Advertiser	ser:	NJ REP. STATE COMMITTEE	MITTEE	111						
Product:		10 SECOND SCHEDULE								
Assistant		KYLE/SHELLI				Telephone:	410-82	410-825-7034		
Order	Order Number: 7					Date Due:	09/11/96	<b>9</b>		
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	一年 新華 社 等 新						Hi			
WWW		MO-SU 9.59P-10:00P	9:	-		<u> </u>	×	\$2,500.00	~	7
WNBC	SATURDAY TODAY	SAT 700A-900A	10	7		×		\$1,080,00	4	œ
WABC	TODY-NY SUN 7A	SUN 7:00A-8:00A	10	N			×	\$600.00	4	80
WABC	SUN TODAY-NBC	SUN 8:00A-9:00A	9;	2			×	\$1,440.00	ED.	5
WCBS	FACE NATINGBS	SUN 10:30A-11:00A	10	-			×	\$1,320,00	CV.	CN.
	17em of 09 30 36				35					
WABC	TODAY NEW YORK	MO-FH 6:00A- 7:00A	9	-	×			\$420.00	C)	8
WWW	GOOD DY NY-1ST	MO-FR 6:00A- 7:00A	9	-	×			\$500.00	æ	8
WABC	GD MPN AMPI-ABC	MO-FR 7:00A- 9:00A	9	-	×			\$780.00	m	m
WABC	TODAY SHW	MO-FR 7:00A- 9:00A	£:	-	×			\$360,00	4	4
WWW		MO-FR 7:00A- 9:00A	0	-	×			\$650.00	~	2
WCES	CH2 NWS-NOON	MO-FR 1200P-1230P	96	-	×			\$780.00	£C)	ທ
WABC	NEWSCH 4 AT 12	MO-FR 1200P-12:30P	01:	-	×			\$570.00	m	m
WWW	FOX MDDAY N**	MO-FR 1200P-12:30P	30	-	×			\$225.00	-	_
WC8S	CH 2 NWS-5	MO-FR 5:00P- 6:00P	9	-	×			\$660.00	4	4
WABC	LINE @ 5 ADJ	MO-FR 500P. 600P	<b>\$</b>	-	×			\$1,620,00	Ø	හ
WABC	JEOPARDY	MO-FR 7:00P- 7:30P	10	-	×			\$4,500.00	4	4
WABC	WHEEL FORTINE	MO-FR 7:30P-8:00P	10	-	×			\$4,500.00	14	14
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\$1,320

\$2160 \$1200 \$2,880

\$2,500

\$420 \$500 \$780

\$960 \$650 \$780

\$570 \$225 \$660

\$1,620 \$4,500 \$4,500

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with viscous services         10 i i i i i i i i i i i i i i i i i i i	Older Mo.														
\$2500.00 St: \$28,725	į.		1000				E S	(i)	<u>.</u>				; ir	11	*
Totals: Spots: 21 Reach: 57 Frequency: 1.8 CPP: \$281.62 GRP's: 102 Cost: \$28,725  Prepared by 1/6CAN Rating Analysis System. Report delign and contents Copyright 1996 TAPSCAN, Inc. (205) 987.7456.		3	MO-SU 959P-10:00P	25	-	×				<del></del>		\$25000	_	~	\$2500
Totals: Spots: 21 Reach: 57 Frequency: 1.8 CPP: \$281.62 GRP's: 102 Cost: \$28,725  Prepared by TVSCAN Ratings Analysis System. Report design and contents Copyright 1996 TAPSCAN, Inc. (205) 987-7456.  Data from NIELSEN. Subject to limitations and restrictions stated in original report.															
Prepared by TvSCAN Ratings Analysis System. Report design and contents Copyright 1996 TAPSCAN, Inc. (205) 987-7456.  Data from NIELSEN. Subject to limitations and restrictions stated in original report.	Totals:	Spots: 21		Freque	ancy:	. <del>.</del> .	CPP:	\$281.62	•	P's: 1(		Cost: \$28,	725		
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#### Mentzer Media Services, Inc.

Research, Planning & Placement

New you TV 10/2-10/4 :30 \$ 10

## Projections Adjusted to OCT/95 Viewing Levels TvSCAN Order - Schedule Summary MENTZER MEDIA SERVICES INC NEW YORK -- MAY/96 NIELSEN

MENTZER MEDIA SERVICES INC

**BETH BEALL** Agency:

Buyer:

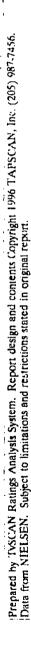
NJ REP. STATE COMM. Advertiser:

KYLE/SHELLI Order Number: Assistant:

Schedule Dates: 10/02/96 - 10/04/96

410-825-7034 10/01/96 Telephone: Date Due:

WNBC TODAYAEW YORK MO- WNBC TODAY SHW MO- WNBC REAL LIFE-NBC MO- WNBC REAL LIFE-NBC MO- WNBC AFTN ROT MO- WNBC CH 2 NWS-5 MO- WNBC CH 2 NWS-5 MO- WNBC LIVE @ 5 ADJ MO- WNBC LIVE ROT MO- WNBS CH 2 NWS MO- WNBS CH 2 NWS MO- WNBS CH 2 NWS II MO- WNBS CH 2 NWS II MO- WNBS CH 2 NWS II MO-	MO-FR 600A- 700A MO-FR 700A- 900A MO-FR 900A-1000A MO-FR 1230P- 400P MO-FR 500P- 600P MO-FR 500P- 600P MO-FR 500P- 600P		0 0 0 0		,							
TODAYAEW YORK TODAY SHW REAL LFE-NBC NEWSCH 4 AT 12 ATTN ROT CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPADY/WHEEL HAPD COPY CH 2 NWS 11 TOWTE SHWANG	J-FR 6004- 700A J-FR 700A- 900A J-FR 1200P-1230P J-FR 1230P- 400P J-FR 500P- 600P J-FR 500P- 600P J-FR 500P- 630P	8888888		Ċ.	3	q	_					
TODAY SHW REAL LIFE-NBC NEWSCH 4 AT 12 AFTN ROT CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPARDY/WHEEL HARD COPY CH 2 NWS 11 TOWTE SHWARG	3-FR 700A-900A 3-FR 990A-1000A 3-FR 1230P-400P 3-FR 500P-600P 3-FR 500P-600P 3-FR 500P-600P	888888	N N 1	×	×	×		5	\$1,600.00	2	4	\$3,200
REAL LIFE-NBC NEWSCH 4 AT 12 AFTN ROT CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPABOY/WHELL HARD COPY CH 2 NWS 11 TOWTE SHWARG	J-FH 900A-1000A J-FH 1230P-1230P J-FH 500P- 600P J-FH 500P- 600P J-FH 500P- 630P	88888	(1)	 ×	×	×		23	\$2200.00	4	62	\$4,400
NEWSCH 4 AT 12 AFTN ROT CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPARDY/WHEL HARD COPY CH 2 NWS 11 TOWTE SHWARG	J-FH 1230P - 400P J-FH 1230P - 400P J-FH 500P - 600P J-FH 500P - 630P	8888	•	 ×	×	×		<u>~</u>	\$1,000.00	2	4	\$2,000
AFTN ROT CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPARDY/WHELL HAFD COPY CH 2 NWS 11 TOWTE SHWARG	0-FH 1230P- 400P 0-FH 500P- 600P 0-FH 500P- 600P 0-FH 600P- 630P	888	 N	×	×	×			\$950.00	'n	છ	006'1\$
CH 2 NWS-5 LIVE @ 5 ADJ CH 2 NWS LEOPABOY/WHEL HARD COPY CH 2 NWS 11 TOWTE SHWANG	JFR 500P-600P JFR 500P-600P JFR 600P-630P	88	CV.	 ×	×	<b>×</b>	··	<b>-</b>	\$800.00	4		\$1,600
LIVE (@ 5 ADJ CH 2 NWS JEOPARDY/WHEEL HARD COPY CH 2 NWS 11 TOWTE SHWANG	J-FR 540P- 600P	g	6	 ×	×	×		55	\$1,300.00	4	12 }	\$3,900
CH 2 NWS JEOPARDY/WHEEL HARD COPY CH 2 NWS 11 TOWTE SHWARG	J-FR 6:00P- 6:30P		-	 ×	×	×		*	\$2,700,00	49	9	\$2,700
LEOPABOY/WHEEL HARD COPY CH 2 NWS 11 TONTE SHWARG		8	er:	 ×	×	×			\$1,800,00	4	12	\$5,400
HARD COPY CH 2 NWS 11 TOWTE SHWARC	JFR 700P 730P	8	m	 ×	×	×	-	·\$	\$7,500.00	4	42	\$22,500
CH 2 NWS 11	MO-FH 7:00P: 7:30P	8	е:	×	×	×		<b>3</b> 5	\$2,200 00	4	12	\$6,600
TONTE SHW-NBC	MO-FR 11,00P-11,30P	8	<b></b>	 ×	×	×		\$\$	\$5,000.00	Ω.	2	\$5.000
1	MO-FR 11:30P-12:30A	8	<b>с</b> л	 ×	×	×		<b>*</b>	\$3,000,00	4	12	000:6\$
CONAN	MO-FR 12:30A- 1:30A	30	 	 ×	×	<u>×</u>		•7	\$300.00	-	-	\$300
10 0'0,00X	MO-SU 959P-1000P	ଖ	2	  ×	×	×		\$€	\$5,000.00	7	4	\$10,000
11PM EYEWT NWS	TUFR 11:00P-11:30P	8		  ×	×	×		35	\$8,000.00	37	6	\$8,000
WASC HGHNCDENT THU	THU 8:00P- 9:00P	8	<u>-</u>	 	×		د	*	\$5,000,00	ر م	ທ	\$5,000
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### to OCT/95 Viewing Levels IvSCAN Order - Schedule Summary MENTZER MEDIA SERVICES INC MAY/96 NIELSEN Projections Adjusted NEW YORK

MENTZER MEDIA SERVICES INC Agency:

Schedule Dates: 10/02/96 - 10/04/96

NJ REP. STATE COMM. BETH BEALL Advertiser Buyer:

10 SECOND SCHEDULE Product:

KYLE/SHELL! 4ssistant:

574 Order Number:

410-825-7034 10/01/96 Telephone: Date Due:

\$11,250 \$1,440 \$1,920 \$1 325 \$5,000 \$2,640 \$1140 \$2250 \$2,160 Cost ကဆ 20 20 ব Ø 8 45 4 19.50 Cost: \$29,920 \$450.00 \$1,32000 \$570.00 0008011 \$72000 \$96000 3.750.00 \$1,32500 \$2,50000 SUS G. N 6  $\sim$ S ~ ~ 0 0 0 0 0 0 0 0 MO-FH 11 30P 1237A MO-SU 9:59P-10:00P MO-FR 7:00A: 9:00A MO-FR 1230P- 1,00P MO-FR 600A-800A MO-FR 12:30P- 4:00P WO-FR 7:00P: 7:30P MO-FH 100P: 200P MO-FR 400P- 5:00P MO-FR 300P. 400P - 44565 of 10 02 36 --CH 2 EARLY NWS JEOPARDY/WHEEL D LETTHMAN CBS DAYS OUR LIVES SALLY RAPHAEL MAURY POVICH Progent COURT TY MA TODAY SHW 100000CK AFT ROT WABC WCBS WABC WCBS WARC MABC WABC WNBC WNBC

GRP's: 114 CPP: \$262.46 Frequency: 2.2 NOTE Items marked with an asterish denotes agency estimate number generated. Reach: 53 Spots: 24 Totals:

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#### Mentzer Media Services, Inc.

Research, Planning & Placement

Celle 9/23-10/6

# NEW JERSEY STATE REPUBLICAN COMMITTEE Sample Weekly Cable TV Plan REVISED 11

MIDS 1 HOW TO TO

PLAN A: FINAL SCHEDULE

NETWORK - PAYS - TRRES	S (TO )	JOLE INSTES	PROGRAMMING	S.H.H. )	> 0.500° .	(30'S) WK	stab's uk ukly cost	10 mm
CNN	M-Sun	5p-12a	Early Prime; Showbiz Today Moneyline; Crossfire; Primenews; Inside Politics L. King Live; Sports Tonight	1,792,000	\$1,068	16	\$17,088	19.2
CNN	M-Sun	5p-12a	BERGEN COUNTY ONLY	344,000	\$222	۷n	\$1,110	6.0
TNT/ESPN	Sunday	8p-11p	Sunday Night NFL	1,792,000	\$6,711	2	\$13,422	13.0
MSG/ESPN M-Sun	M-Sun	Fixed	NY Yankees Regular & Post Season Games	1,792,000	\$1,741	'n	\$8,705	16.5
^ Yankees/MLB Playoffs	LB Playoffs	<u> </u>	WEEKLY TOTALS			28	\$40,325	54.7
Will Not be Carried Past 10///96. Adjust Weekly Cost Accordingly.	y Cost Acco	10/7/96. srdingly.	FLICHT TOTALS (9/23/96 10/6/96)			26	\$80,650	109.4